

Medical Marketing & Media: January—December

Articles

ADVERTISING

The Minimal Art of Writing Medical Advertising Copy
by Kevin McShane. January, page 26.

Some stylistic touches on how to beat account managers at their own game.

Using Multivariate Analysis and a Health Behavior Model to Study OTC Television Commercials
by Benny French, Ph.D., Mickey C. Smith, Ph.D., and Richard Haynes, Ph.D., January, page 17.

An examination of the possible influence of drug commercial announcements on the OTC buying public from a health behavior standpoint.

Making Advertising Work
by John L. Palshaw. March, page 16; May, page 10; September, page 10; November, page 16.

AUDIOVISUAL MEDIA

A Look at Current Trends Toward Electronic Journalism in Medical Communication
by Charles Van Winkle. January, page 34.

The healthcare industry is one of the largest users of videotape formats in training, sales promotion, and medical education services. The latest combination of computer and video technologies can dramatically raise the industry's communication capabilities into a new era.

Methods for Evaluating the Efficacy of Special Aids in Marketing
by Said Zafar, D.Pharm., D.I.A., and A.R.G. Owen, Ph.D. February, page 32.

Techniques for evaluating certain types of marketing aids that any company can profitably apply.

COMMUNICATIONS

Speaking out . . .
Building Communications into the Marketing Plan
by E.H. Decker III. February, page 8.
When a marketing plan contains all the "right"

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elements, but it doesn't bring about the right results, the problem may be stemming from the autonomy of those elements. A better communications plan may bring about a better marketing plan.

Speaking out . . .
by Kenneth Gurian. April, page 4.

Medical marketing professionals must market themselves, or their activity may be severely curtailed in the future.

Industry-Supported Newsletters — Informational/Marketing Tool
by Douglas J. Filler. May, page 34.

Tips on how to produce single-sponsored publications and how they fit into the overall educational marketing realm.

On the Origin of Species in Pharmaceutical Product Communication

by Charles d'Arre Wynne, Ph.D. June, page 17.
The progressive upgrading in communication of pharmaceutical product information is comparable to changes that characterize biological evolution.

COMPUTERS

Computers — Use in Health Care
February, page 24.

The use and adaptation of computers in diagnosis and laboratories, for hospital patient information, in physician offices and university medical education areas.

CONTINUING MEDICAL EDUCATION

The Healthcare Industry and Continuing Medical Education: An Inescapable Responsibility
by Robert K. Richards, Ph.D. December, page 26.
The traditional symposia, professional meetings, and postgraduate courses are not the only means for physicians to further their professional education; in the future, *informal* methods of continuing medical education — in which the healthcare industry can and must take part — will become even more important.

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GENERAL INTEREST

Prescription for Thought

by Richard J. Turner, Ph.D. January, page 8; February, page 6; March, page 14; April, page 8; May, page 14; June, page 12; September, page 20; October, page 4; November, page 8; December, page 12.

Doing Your Own Thing: The Benefit/Risk Ratio

by Tom Moore. August, page 38
The rewards and hazards of starting your own business, as seen through the eyes of someone who did.

A Soviet Synopsis Part I

The Soviet Marketing System and Channels of Distribution

by Kathleen Griffis, M.S., William L. Hightower, Ph.D., and Kenneth B. Roberts, Ph.D. September, page 69.

The marketing systems of the United States and the Union of Soviet Socialist Republics differ significantly only in the amount and nature of government regulation affecting them.

A Soviet Synopsis Part II

The Soviet System of Healthcare Delivery and Pharmaceutical Distribution

by Kathleen Griffis, M.S., William L. Hightower, Ph.D., and Kenneth B. Roberts, Ph.D. October, page 72.

The authors conclude that the Soviet government is a controlling force in the lives of Russian people, as demonstrated by their consumer goods distribution, their health care, and their foreign trade.

GOVERNMENT/LEGISLATION/REGULATION

Speaking out . . .

by Lewis A. Engman. January, page 4.

The healthcare industry must engage in a positive, constructive fight for its rights if it wants to avoid too much economic regulation in the future.

Washington Update

by John Fochtman. January, page 12; February, page 2; March, page 10; April, page 12; May, page 16; June, page 6; July, page 10; August, page 4; September, page 16; October, page 20; November, page 4; December, page 6.

A Comparison of Maximum Allowable Costs and Actual Acquisition Costs in North Carolina Pharmacies

by Earle W. Lingle Jr., M.S., and Jean Paul Gagnon, Ph.D. March, page 37.

This study indicates that while appropriate MAC levels have been set for some drugs, other government-set limits may adversely affect low volume pharmacies. The authors conclude that careful selection of drugs to receive cost limits and rigorous economic analysis are necessary.

Speaking out . . .

Drug-Risk Phobia

by Joseph Bernstein. March, page 4.

The author argues that the listing of highly unusual side effects on patient package inserts is burdensome and expensive out of all proportion to its helpfulness. Instead, he recommends that physicians be aware of the individual patient's requirements and prescribe according to those needs.

Speaking out . . .

Patient Labeling Regulations

by Neil L. Pruitt. July, page 2.

The reaction of the National Association of Retail Druggists to patient package inserts — especially their cost and potential adverse effects on pharmacies. Also, recommendations for smoother administration of the PPI program.

Drug Product Selection: Are All Drugs Created Equal?

by Bruce A. Berger, Ph.D., R.Ph. September, page 46.
An analysis of the positions of the proponents and opponents of drug product selection legislation.

The MAC Concept: A Historical Perspective

by William R. Francis, Ph.D., Charles G. Gammill, M.S., and Charles L. Braucher, Ph.D. September, page 56.

An analysis of what led HEW to issue regulations setting Maximum Allowable Costs for drugs and of whether the hoped-for results were achieved.

Patient Attitudes to PPIs

by Lawrence DeKoek, R.Ph., and S. Kenneth Burnell, Ph.D. September, page 34.

A study of three socioeconomic groups and their reactions to patient package inserts.

Capitation Payment for Pharmacy Services: Are We Ready?

by Bruce A. Berger, Ph.D., R.Ph. October, page 33.

Despite capitation's great promise, there are major impediments to reimbursement policy in general, and capitation in particular, that must be examined to assure that cost containment does not become the sole reason for adoption of a reimbursement mechanism.

Capitation for Pharmacy Services: Rationale, Findings, and Future Plans

by David P. Lipson, M.B.A., Charles E. Yesalis III,

Sc.D., and G. Joseph Norwood, Ph.D. October, page 25.

Under capitation, pharmacists' careers can progress based upon their knowledge of drugs and their manner of conveying this knowledge to patients and fellow health professionals. In this way, pharmacists may be able to assume a more active position on the healthcare team.

Capitation Reimbursement for Pharmacy Services: A Dissenting View

by *Raymond A. Gosselin, Sc.D.* October, page 51.
True cost containment in health care can best be attained through the efforts of an economically and professionally healthy and highly motivated pharmacy profession. Comprehensive research is needed to develop an efficient and workable approach to providing prescription services to those unable to provide them for themselves.

Pharmacy Services: Achieving Equitable Reimbursement

by *Jean Paul Gagnon, Ph.D.* October, page 38.
Additional research on the effectiveness of reimbursement methods needs to be performed. Ten criteria for evaluating reimbursement methods are presented.

Speaking out . . .

by *James H. Scheuer.* October, page 6.
A discussion of the highly controversial and long-debated issue of "drug-lag," and suggestions to alleviate the problem.

Third-Party Reimbursement: New Concepts and Contemporary Issues

by *Stephen H. Paul, Ph.D., and Joseph D. McEvilla, Ph.D.* October, page 58.

A discussion of the various relationships in, and implications of, third-party reimbursement programs.

Speaking out . . .

Drugs and Health: What Research Agenda for Public Policy?

by *Yale Brozen, Ph.D.* November, page 10.
A \$10 prescription is frequently a substitute for \$2000 worth of hospital services. To minimize costs, the healthcare industry must increase the number of drug innovations. Simultaneously, it must measure and publicize the benefits of new drugs.

Drug Product Selection

by *Albert I. Wertheimer, Ph.D.* December, page 30.
An analysis of how well drug product selection legislation has worked so far, along with recommendations for what needs to be done in the future.

Speaking out . . .

Give a Drug a Bad Name . . .

by *Bryan F. Bell.* December, page 4.

The trial of *Bendectin* illustrates how difficult it can be to achieve justice in an emotionally charged situation.

HOSPITAL MARKET

The Effect of the Economic Recession on the Hospital Market

by *John A. Henderson.* March, page 19.

The demand for hospital services increased during the past two recessions, and it is expected that the hospital industry will experience accelerated growth in 1980. An analysis by the president of SMG Marketing Group.

The Untapped Segment of the Pharmaceutical Marketplace

by *Katherine Caraccioli.* August, page 23.

Presently, most pharmaceutical marketers direct their strategies toward the private practice physician. However, in view of a huge increase in outpatient visits to onsite and satellite clinics, the outpatient/ambulatory care market shows potential as an important segment of interest for pharmaceutical marketers.

INTERNATIONAL MARKET

The Challenge to United States Pharmaceutical Companies in the '80s: Maintain Growth Through Innovative Export Development

by *Thomas N. Thurman.* May, page 21.

Despite restrictions on the availability of hard currencies, countertrade options, such as barter, could help United States manufacturers increase their exports to developing countries.

The Market Potential for Pharmaceutical Products in Nigeria

by *Lai Opayemi, M.S., and Joseph F. Hair Jr., Ph.D.* July, page 23.

There is a wide range of new and potentially rewarding possibilities in Nigeria due to its enormous economic growth in recent years. Healthcare development is one of the government's top priority projects in the third national development plan.

MARKETING

Let's Talk Marketing . . .

Product Managers — The Best System?

by *David Labson.* February, page 12.

An assessment of the advantages and disadvantages of the product management system.

Pharmaceutical Marketing in the 1980s

by *Lawrence C. Hoff.* February, page 36.

Concentrates on the trends that may ultimately influence how we are to do business, and perhaps *if* we are to do business, in the 1980s.

A Marketing Approach to Trade Show Participation

by *Quentin H. Douden*. March, page 26.

If careful evaluation of objectives is planned, trade show investment can pay rich dividends.

How to Identify and Qualify the Prospect for Healthcare Capital Equipment

by *Samuel C. Goldman, M.S., and George M. Naimark, Ph.D.* April, page 38.

Prospect Identification Program (PIP), a cooperative effort between sales operations and marketing to establish the guidelines by which all concerned can estimate the quality of leads: how it works.

The Anatomy of a Strategy

by *Edward Roseman, Ph.D.* June, page 30.

Even intelligent, capable marketers can commit strategic blunders. By continually questioning and challenging themselves, marketers can strengthen their strategies and help their companies gain a marketing advantage that will bring results.

Speaking out . . .

The 12 Commandments of Really Successful Pharmaceutical Marketing

by *George M. Naimark, Ph.D.* June, page 4.

How to introduce a pharmaceutical product — and get results.

Bingo Cards — The Hidden Gold Mine of Hospital and Private Laboratory Marketing

by *Warren Jacobson*. September, page 23.

Reader reply cards are being used successfully by many of the top laboratory journals to provide marketing leads.

Viewpoint — Marketing

On Strategic Marketing Planning

by *Thomas N. Thurman*. October, page 14.

The rapidly changing nature of therapeutics, technology, and the market and regulatory environment necessitates a greater commitment to the strategic planning process.

Marketing in a Generic Environment

by *John Matheu*. November, page 69.

At a time when many of the leading prescription drugs have lost or are scheduled to lose their patent protection, the author analyzes how the end of major manufacturers' control will affect the industry.

Pharmaceutical Marketing in the 1980s: An Alternative View

by *Barrie G. James*. December, page 15.

The pharmaceutical marketplace in the 1980s will be invigorating; survival and growth will be at the expense of others, except when totally new markets are developed. In an industry that has in the past been overreliant on technology, future growth will depend upon fitting products to customer needs, not making customers adapt to new products.

MARKET RESEARCH

Mom, Apple Pie, and Innovation Diffusion

by *Michael E. Hill*. February, page 20.

In pharmaceutical marketing, innovation diffusion is the study of how doctors receive information about a new product, and how they decide to use it. An analysis, with some cautionary notes, of how this technique can aid the marketing process.

Viewpoint — Marketing Research

Keeping the Marketing Research Department Effective — Part 1

by *Thomas N. Thurman*. March, page 8.

An analysis of why problems often arise between marketing research personnel and product/line management.

Viewpoint — Marketing Research

Keeping the Marketing Research Department Effective — Part 2

by *Thomas N. Thurman*. June, page 14.

How business schools actually contribute to problems in the marketing research department and how marketing researchers can overcome these problems.

The Marketing Research Responsibilities of the Nonresearcher

by *Edward Roseman, Ph.D.* October, page 82.

Since strong data is necessary for strong decisions, the nonresearcher has the responsibility to ensure that strong data is available when needed.

MEDICAL INSTRUMENTATION

A Systems Approach to Marketing Medical Instrumentation

by *John S. Friedburg*. May, page 28.

Elements in one example program utilize a memorable product exposure, concise presentation of facts, a time-efficient demonstration, and the creation of a sales environment which uses an atmosphere in which the clinician feels at ease.

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Diagnostic Systems Development: Promise and Pitfalls
by Daniel R. Mack, Ph.D. July, page 28.

New devices must be cost effective, they must fit in with current practice, and they must provide a real benefit to the patient. Higher production and development costs and development times must also be considered. Included are tips for the R&D manager to effectively guide his company into the 1980s.

PHARMACEUTICAL INDUSTRY

Adria Laboratories: A New Pharmaceutical Company
by John A. Baima Jr. January, page 30.

The breakthrough cancer drug, *Adriamycin*, discovered in 1965 by scientists at the Farmitalia Research Center in Italy, is an antibiotic chemical identified in soil samples taken from the Adriatic Sea. With *Adriamycin* as its initial product and the acquisition of Warren-Teed Pharmaceuticals in 1977, Adria Laboratories has grown into an innovative company dedicated to delivering advanced pharmaceutical research.

Speaking out . . .

The Major Vectors Affecting Health Care in the 1980s

by Jere E. Goyan, Ph.D. May, page 4.

A discussion of the directions and velocity of five lines of force — care, attitudinal, dimensional, demographic, and resource — as they apply to the future of health care.

Pharmaceutical Industry Perspectives: Dynamics and Opportunities in the 1980s

by Leif Schaumann. July, page 15.

A retrospective look at the SRI forecasts for the past decade with the hope of applying some lessons to the 1980s. In this analysis, the pharmaceutical industry is seen as a leadership industry which is under tremendous pressure in terms of social consciousness.

Perspectives on Changing Healthcare Delivery

by Richard L. Hughes. August, page 30.

The United States healthcare industry is expecting expenditures to increase at a rate faster than GNP over this coming decade. The dollar amount will be \$30 million, or at a 10 percent per year inflation rate, about \$1 trillion.

Speaking out . . .

Entering the 80s — A New Spirit of Cooperation for the Pharmaceutical Industry

by John W. Eckman. August, page 10.

Having survived the attacks of the 1960s and 1970s, the pharmaceutical industry — once an industry on the defensive — is on the threshold of an exciting decade when it will enjoy a higher profile and a more positive image.

Speaking out . . .

by Michael Bongiovanni. September, page 4.

As new approaches to therapy emerge from the laboratory to the marketplace, the pharmacist will have to play a greater role in educating the patient.

Drug Industry Financial Analysis 1980 and Forecast 1981

A roundtable with moderator Michael Harshbarger and participants Randolph Arnegger, David MacCallum, Steven Reid, Nelson Schneider, and James Tullis. November, page 23.

This year's panel discussed: the marketing strategies of the pharmaceutical giants; the role of R&D in determining the industry's strength; the possibility that the Japanese will soon establish themselves in the American pharmaceutical market; and what the future holds for the pharmaceutical industry.

PRESCRIBING/PRESCRIPTIONS

Perspective on Post-Marketing Surveillance

by Edgar R. Neff and Richard J. Hampton, Ph.D. February, page 15.

A commission supported by PMA, AMA, APHA, AAFP, and ASHP joined the FDA and the Experimental Technology Incentives government funded program and awarded a contract to IMS America to collect drug use data after marketing of new drugs.

Physician Dispensing of Prescription Drugs: What Does the Future Hold?

by Leonard Berlow. March, page 32.

When physicians were priest, pharmacist, and doctor all in one, they dispensed drugs. Many still do, and there is evidence of increasing interest in their dispensing and its implications.

12th Annual Prescription Survey, Albany College of Pharmacy

by Rinaldo V. DeNuzzo, B.S., M.S., F.A.C.A. April, page 17.

Penicillin VK is the top generic, and generic prescribing on the whole is growing to significant importance. The survey shows trends that have national implications: an increase in the level of prescription activity (one in six scripts) tied to a professional fee concept (third-party payment) of prescription pricing. Also on the increase is prescription writing by physician assistants and in 1980, for the first time, a prescription was written by a nurse practitioner.

The Nurse's Role in Pharmaceutical Therapy

by Andrea B. O'Connor, R.N., Ed.D. June, page 37.

A study conducted by the American Journal of Nursing

Company clarifies the nature of nurses' involvement in pharmaceutical therapy.

Pharmaceutical Services

XIII Olympic Winter Games

by **Rinaldo V. DeNuzzo, B.S., M.S., F.A.C.A.** June, page 23.

How the pharmacy for the XIII Olympic Games was planned, stocked, set up, and functioned, and what drugs were dispensed.

The Prescription Decline: Sense or Nonsense?

by **Stephen C. Chappell.** August, page 15.

The National Prescription Audit is a measure of both physician prescribing activities and pharmacy outflow on dispensing activities based on a stratified random sample. Using this study as a foundation, the author gives reasons for the tabulation decline.

SALES TECHNIQUES

The Potential Value of Unfavorable Information

by **Peter D. Hurd, Ph.D.** May, page 42.

By presenting unfavorable information, or just being honest about a drug, a sales representative may obtain a more favorable evaluation from his client.

Convention Selling Effectiveness Through SBO™

(Selling by Objectives)

by **Nancy M. Day.** April, page 46.

The most important factor at a successful convention is the sales representative. Explains how SBO offers opportunities to utilize selling techniques to their optimum advantage.

Presentations Should Sell

by **Arnold Winer.** July, page 32.

Ten recommendations for making successful sales presentations.

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